

FIG.1



MONTH	CUSTOMER ID	GENDER	AGE	. . .	PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	M	27	. . .	32,000	0
	00002	F	22	. . .	35,000	1
	00003	M	31	. . .	27,000	0

4	00001	M	27	. . .	34,000	
	00002	F	22	. . .	38,000	
	00003	M	31	. . .	28,000	

5	00001	M	27	. . .	36,000	
	00003	M	31	. . .	29,000	

FIG.2



[USED DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS :
GENDER, AGE, PROFIT AMOUNT,
PRODUCT MODEL, RESIDENCE

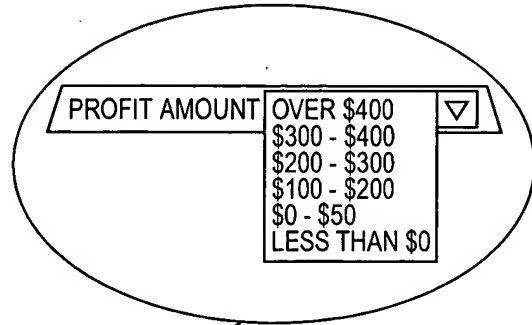
CONCLUSION ITEMS : CANCELLATION STATUS
[LAYER]
GENDER :
MALE
FEMALE

AGE :
UNDER 20 : AGE < 20
20~24 : 19 < AGE < 25
25~29 : 24 < AGE < 30
30~34 : 29 < AGE < 35
OVER 35 : 34 < AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4



ANALYSIS ITEM	CANCELLATION % ▾	PROFIT AMOUNT	ALL ▾	RETAIL STORE	ALL ▾
GENDER		DRILL DOWN			
AGE		MALE	FEMALE	UNKNOWN	
UNDER 19		7	13	3	
20~24		11	27	4	
25~34		9	8	2	
35~44		6	5	1	
OVER 45		2	1	0	

FIG.5

ANALYSIS ITEM	CANCELLATION % ▾	PROFIT AMOUNT	\$300 - \$400 ▾	RETAIL STORE	ALL ▾
GENDER					
AGE		MALE	FEMALE	UNKNOWN	
UNDER 19		7	15	4	
20~24		16	24	6	
25~34		9	9	SELECT CUSTOMER LIST	
35~44		8	3	GENERATE SPECULATION MODEL	
OVER 45		3	2	SPECULATE	

FIG.6

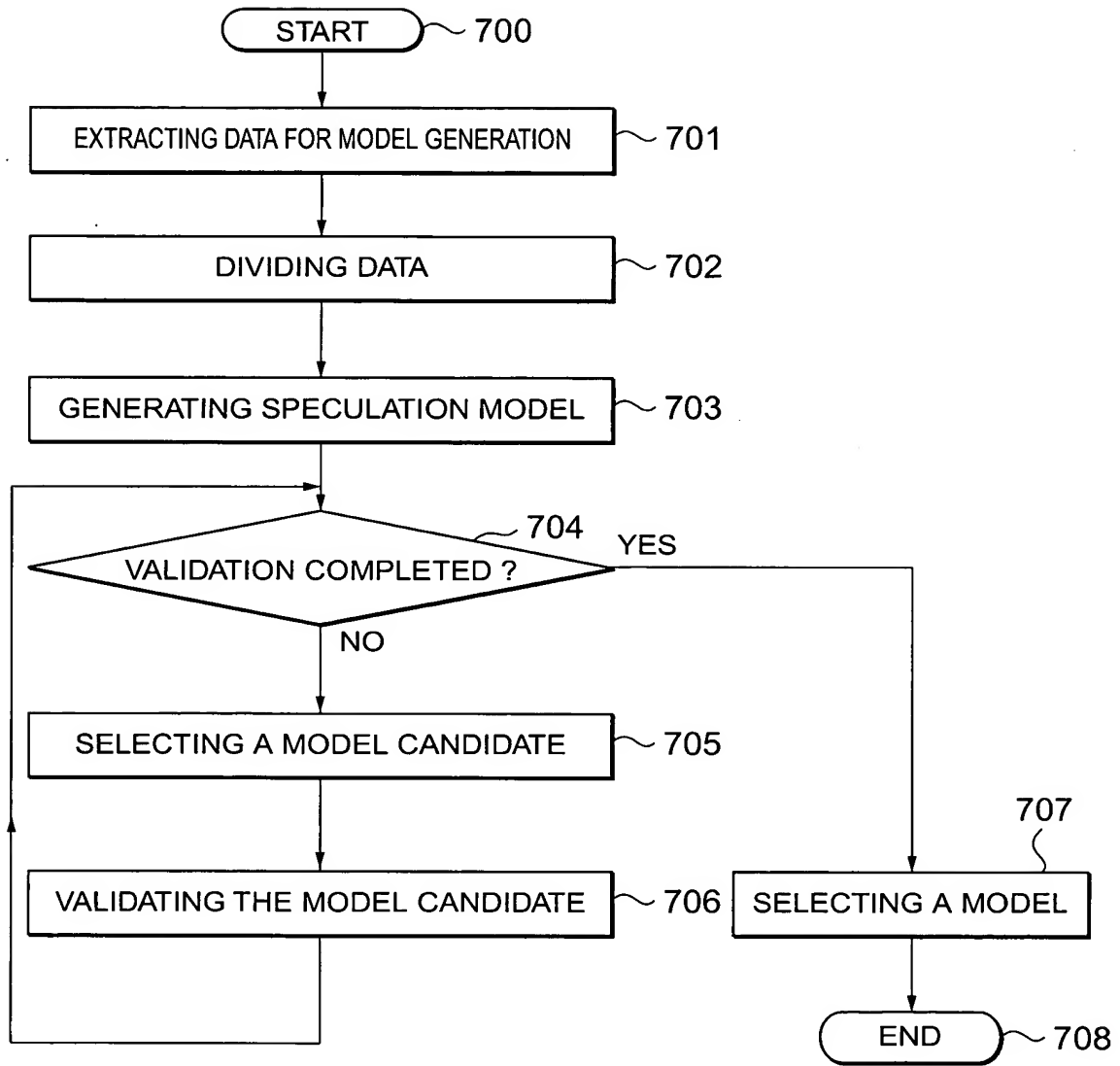


FIG.7

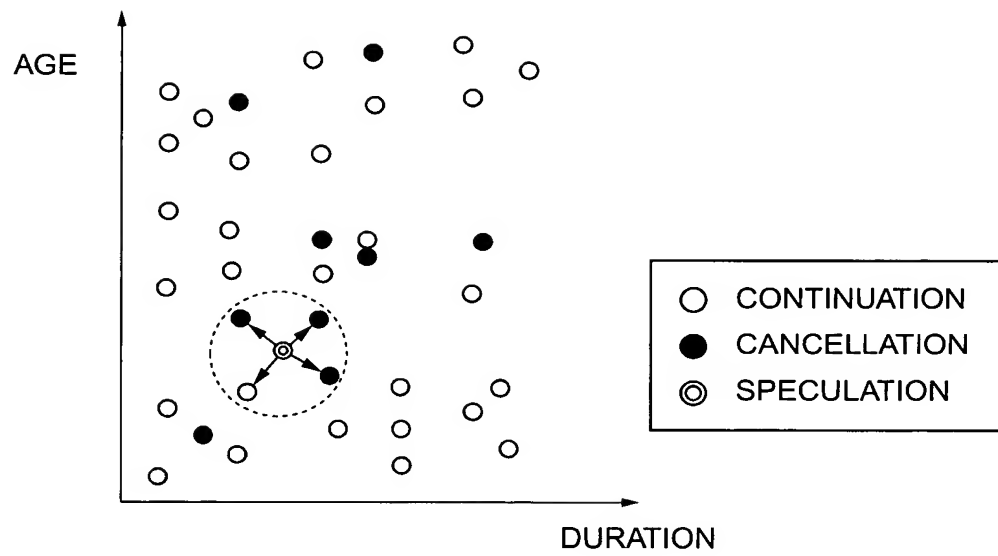


FIG.8



[DATA]
MARCH

[RULE GENERATION ITEMS]
CONDITION ITEMS : OCCUPATION, PROFIT AMOUNT,
CANCELLATION, RESIDENCE
CONCLUSION ITEMS :

[SEGMENT CONDITIONS]
AGE = 20~24 & GENDER = FEMALE
& PROFIT AMOUNT =\$300 - \$400

FIG.9

CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	...
00036	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	21	\$320	...
00302	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	22	\$350	...
00421	0.98	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	20	\$330	...
⋮					

FIG.10

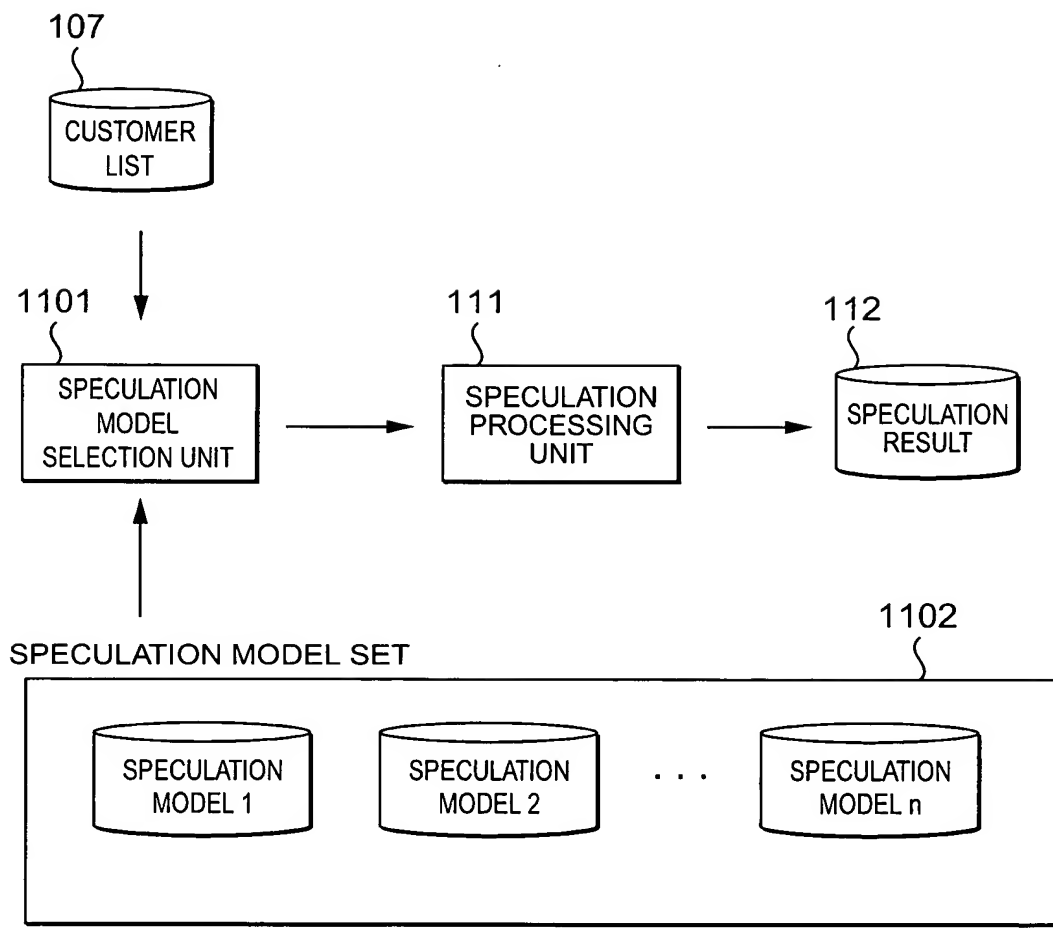


FIG.11

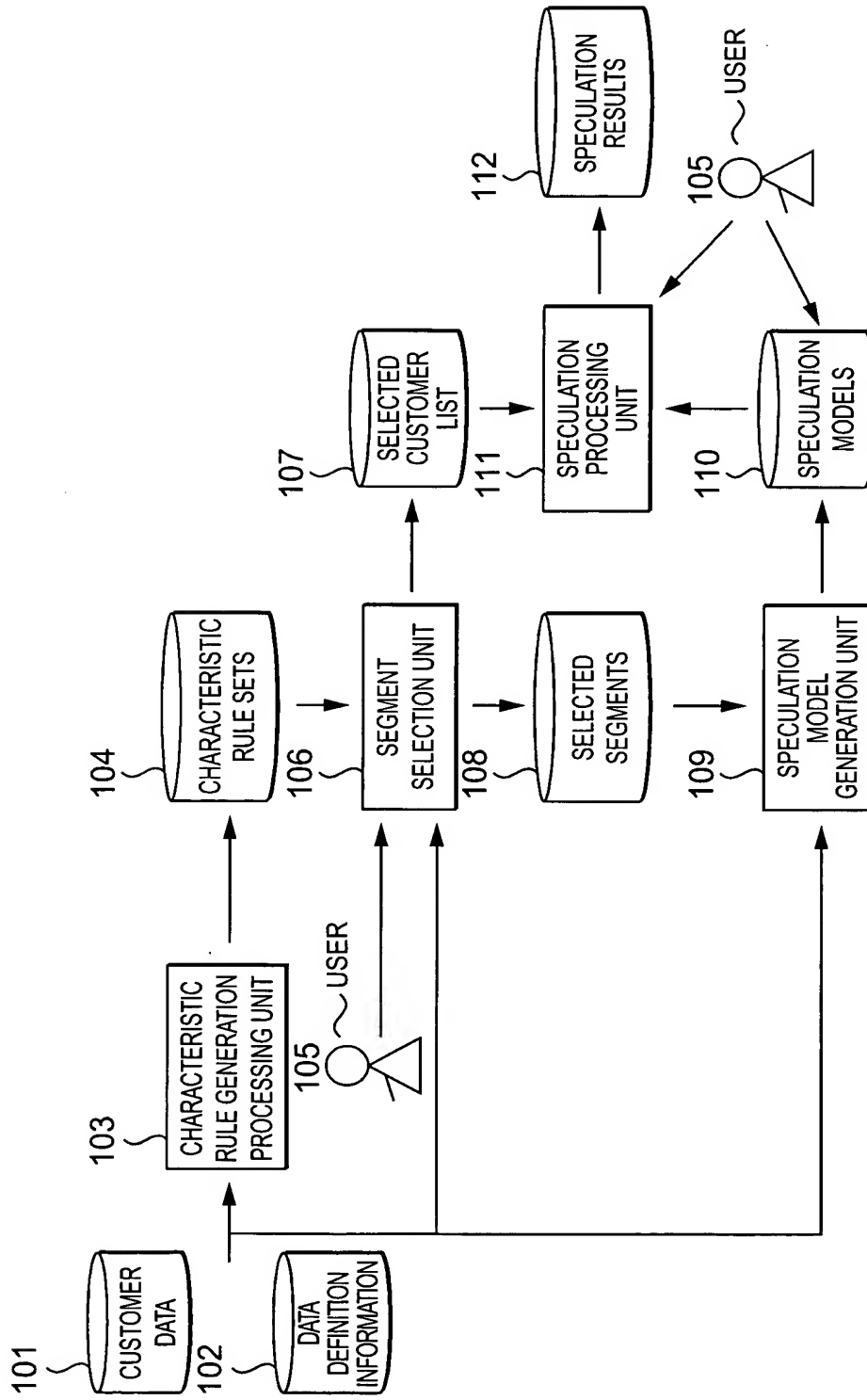


FIG.12